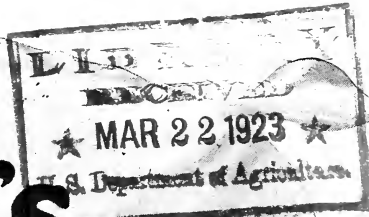


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SMALL'S WOODPECKER'S CHIPS

JUNE 1919



**QUALITY
AND
SATISFIED
CUSTOMERS
OUR AIM**

"ASK OUR FRIENDS"

W.H. SMALL & Co
EVANSVILLE, IND

**"THE CENTER OF THE
SEED TRADE"**

"KNOW A WORKMAN BY HIS CHIPS"

OUR BRANDS OF SEEDS

**INTERSTATE
ECLIPSE**

**WOODPECKER
OLD STYLE**

**CLIMAX
EARLY DAYS**



The Bird That Uses His Head

More head-work makes better
seedmen and better seeds; we
use our heads *~* *~*

Small's Woodpeckers' Chips

PUBLISHED BY

Small's Woodpecker Seed Association; G. M. Purcell, President

An Organization of Mutual Benefit to its Members and to the Advancement of the Business
of W. H. Small & Company in an Honorable Way

Volume 1

June 1919

Number 1



A WORD FROM MR. SMALL.

Dear Friends:

During the past thirty-five years, I have labored diligently in the seed business, and from today's observation, find that my efforts have not been in vain, as there is much to be proud of in the business we now have.

I am seventy years "young," but not working as hard nowadays, for the reason that I have a flock of young "Woodpeckers" to look after the business for me. However, you will find me in the office almost every day, and when you come to see us, it will be my great pleasure to have a talk with you.

It is the aim of my boys to please you in every way possible, in all your dealings with us.

During my long experience in the seed business, I have never seen seed cleaned as we are cleaning it today. The boys have changed things wonderfully around here in the past six years and we are in fine shape today to take care of your business. Business has been mighty good with us during the winter and spring, and we are going to be in position to take care of you next fall and winter.

Come to see us.

Yours, for the Company

W. H. SMALL.



W. H. Small & Company

—2—

Evansville, Indiana

Small's Woodpeckers' Association; Why and Wherefore

There surely is not a man, woman or child who sees this magazine, but who has seen a woodpecker; knows he is a red-headed bird, and has his home in a tree, made by using his head.

It is our contention that a man, by using his head, can do anything that he sets out to do. With this in mind, the idea was conceived to organize a woodpecker club among the employees of W. H. Small & Co., to be known as the Woodpeckers' Association. But in order to be a member of this organization, one must promise to use his head in whatever task is before him, whether he be the boss or office boy.

We have tried to put into this little house organ, a part of us, and hope we have made ourselves plain, and that you will be convinced of our motive; that is, that we are trying to help you as well as each other. A visit with us would convince you of this.

To some, the name of our association may sound funny, but if you will stop to consider how the woodpecker works, that is, that he uses his head, you will see how the name suggested itself to us. We intend that each and everyone in our organization shall use his head, and by so doing, will make for a bigger, better and more profitable business.

We are the oldest "new" seed concern in the trade today, trying to do by others as we would have them do by us. And right here would state that we consider the seedmen of the U. S. A. the "whitest" bunch of men on the face of God's earth. In the way of service, we stand ready at all times to be of help to our friends, and if you will but suggest a way of our helping you, we will try to work it out.

We know for a certainty that the organization of W. H. Small & Co., and many of our friends have been helped wonderfully by the close co-operation of its employees, and feel that this help can be extended to you and others, if you will but give us the opportunity to do so.

We have a continuous convention, but in order to get all the boys together, we have a banquet the first Friday of each month, which on pages 6 and 7, we tell you about.

To our knowledge, this is the first house organ that has been used by any exclusively wholesale field seed house, and we hope you will take the time to write and tell us what you think of it. And if you have any suggestions to make as to how we can improve on it, shall gladly accept same. We intend to issue this booklet each and every month and trust it will be of some help to all; and, that it will serve to make us better acquainted with each other.

A woodpecker is, as he has always been—a hard-working bird, always using his head.

Yours for better headwork,

G. M. PURCELL,
Chief Woodpecker.

WHAT OTHERS THINK OF IT

Mr. Reed, a seed dealer of Petersburg, Ind., attended our last meeting, and his comment was: "Boys, this is the liveliest banquet I have attended for a long time. I predict wonderful things for you, if you continue to work along the lines as you now are. I believe you will get plenty of co-operation from your friends and customers."

ORDER BLANKS—ORDER CARDS

If you haven't before you some of our Order Blanks or Postal Card Books, ask for them. They are a wonderful convenience in making up orders.

See Page 14 for something interesting.

We sell to Merchants only.



WOODPECKERS' TUNE

A Woodpecker is as he has always been,
An intelligent hard-working bird, but
when
He starts at his task he is ugly as an
awk
But he never knows what it is to balk.

He pecks and he pecks away all day,
No bosses, no offices, no plans and no
pay;
Little grains of sawdust, each one rep-
resents,
How prudently he has used his head and
to what extent.

His wisdom applied to practice; his
ability to produce,
Has taught the whole world that there
is no use
To try to work, to labor or to be ahead,
Unless you persistently, conscientiously
and diplomatically—

Use Your Head!

Minds of Small's Woodpeckers are busy
all the time,
They are folks who have believed in this
for some time.
They'll have a Woodpecker's convention
some day very soon,
If you want to be convinced, come hear
a Woodpecker's Tune.

C. C. COX, Salesman.

The men who give quality in time,
Who give the famous "Woodpecker"
line;
They're like the bird that uses his head,
Always pecking away, it's often said.
For vim they lack no amount,
And "Woodpecker" will always count;
For quality will always be high,
And it will surely satisfy.

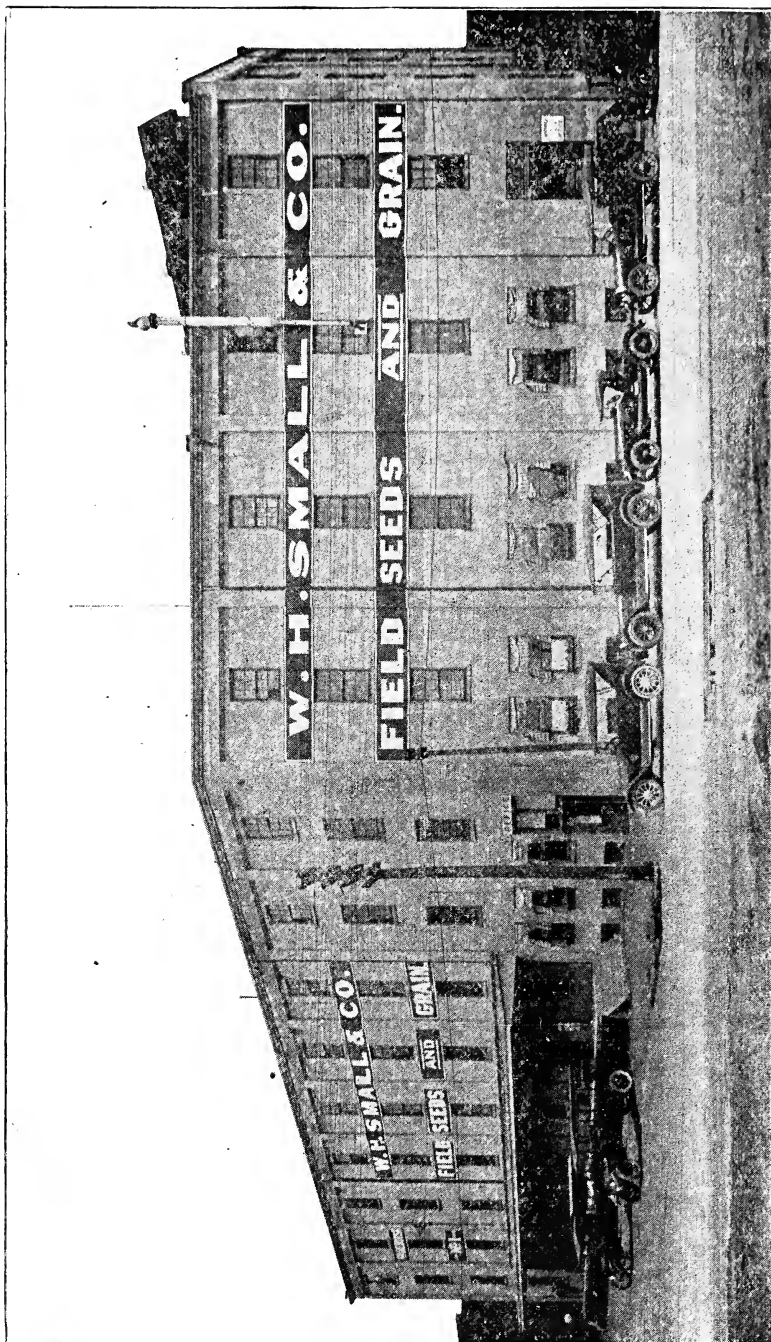
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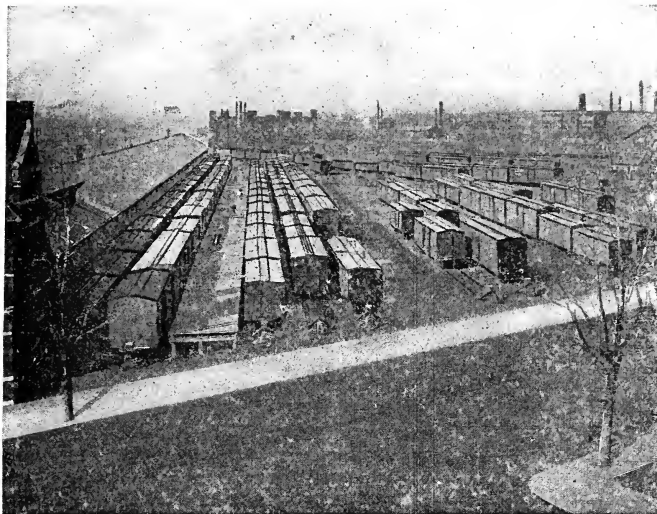
W. H. Small & Company



Evansville, Indiana



OUR FULTON AVENUE PLANT



RAILROAD YARDS ADJOINING

Why We Can Make Quick Delivery

We wish it were possible for each and every one of our friends to call and see how we are fixed to take care of their orders; see how we load and unload seeds in carload lots; how the small lots are handled; in fact, look everything over and be convinced that we are well equipped to handle the business.

If you will get a map of the United States and note how Evansville is located, you will see why we advertise Evansville as being in the center of the seed trade. And with the railroad lines into and out of Evansville we can reach out to the North, South, East and West; also with our numerous traction lines as well as the Ohio River which is of great advantage to our customers on the Ohio, Green and Tennessee Rivers and their tributaries. The Ohio river, in a short time, will have a system of locks and dams that will make it possible for us to ship the year around, to New Orleans on self-propelled barges and transfer there to the ocean steamers, shipments for foreign countries. This means of transportation will also enable us to bring foreign grown seed to Evansville at a less cost in freight than we are now paying.

From the picture above, you will note we have some "real" railroad yards. This is only one of several that we have.

For convenience, we also have our own telegraph operator, so that all telegrams are received directly over the wire at our office and are given immediate attention. Also have our private telephone switchboard and operator, making it possible for you to get us on the 'phone quickly.

We run our own trucks, and unless something unusual occurs, we ship all orders the day they are received or booked for shipment.

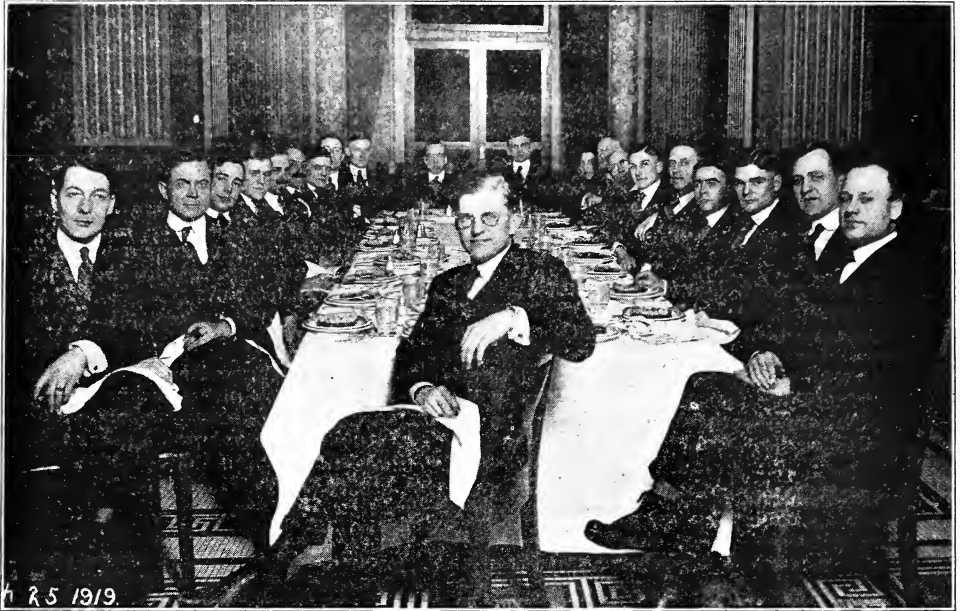
If, with what we have said above, you are not yet convinced that we are fixed to take care of your orders promptly, all we can say is, come and see for yourself.

Our facilities are good, our seeds good, our treatment good, our intentions good, so that you can get good goods in a good market, in good time. Our good friend, we want to hear from you when you need seeds. When you think of seeds, think of the Woodpeckers, and if you cannot think of our name, just address the order to the Woodpecker Seed House and we will get it.

"Be a Woodpecker."

N. B.—See page 14 for something interesting.

WE SELL TO DEALERS ONLY.



OUR MONTHLY BANQUET

The above is a photo of one of our monthly banquets.

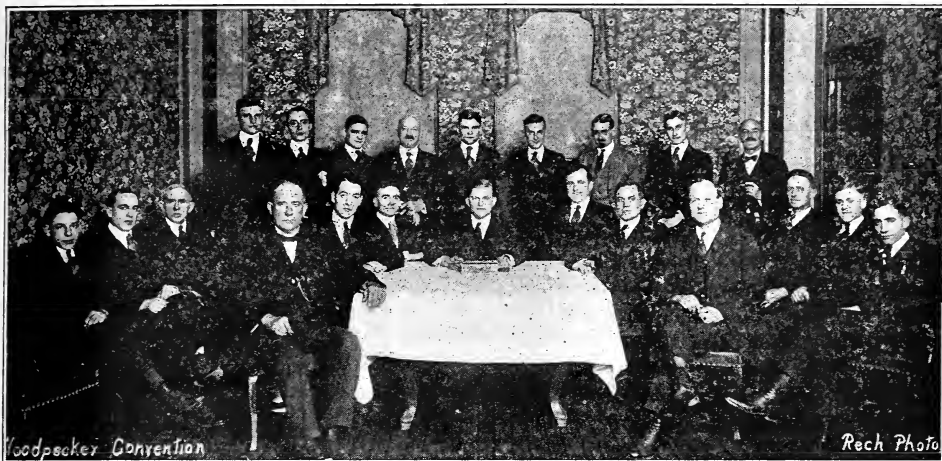
Yes, all the boys at the table are Small's Woodpeckers. Every one of them has very important work to do and you can bet your boots they are doing it well. We are as one big family, working to one end; that is, the furthering of the business of W. H. Small & Co., in an honorable way. Most of these boys are married and some of them have big families, which is characteristic of seedmen. Sooner or later, we expect to introduce each man separately, in this magazine. We may tell some secrets about them, but nothing to discredit them. There is not a drone among them. They are Woodpeckers and do as this bird. We say they can eat. Don't they all look happy? Indeed they are, but why? They are doing something they like to do, at the banquet table as well as in the seed business.

These monthly eat and talkfests are appreciated by all the boys and they all look forward to them. We do this banquet stunt in an informal way; no style to it. We act natural. If a potato is more conveniently thrown than passed, they do it this way.

Starting at the left, we lead you around the table as follows:

J. H. Warren, head of Clover Seed Department and Cleaning Plant.
L. E. Steffee, Treasurer and Head of Grain Department.
Roy Perdue, Salesman.
Earl Purcell, Stock Clerk.
B. A. Brown, Salesman.
W. H. Danes, Supt. Grain Elevator.
Arthur Weber, Asst. Traffic Manager.
Carl Spitzmiller, Foreman, Seed Warehouse.
Paul Warren, Salesman.
Albert Voelkel, Bookkeeper.
Henry Schmitt, Bookkeeper.
Leo Byer, Office Boy.
H. F. Kohlmeyer, Salesman.
John Griess, Salesman.
A. F. Kessler, Traffic Manager.
W. O. Oertwig, Bookkeeper.
J. A. Hudson, Mgr. Sales Correspondence.
Carl Weber, Shipping Clerk.
Chester C. Cox, Salesman.
W. R. Block, Asst. Manager.
G. M. Purcell, Vice-President and Gen. Manager.

These banquets are held in the Pompeian room of the McCurdy Hotel. Some fine hotel, and the service there.



OUR MONTHLY MEETING

is excellent. Ask some of the boys on the road who have stopped there. The Hotel manager, Mr. Van Orman is a Woodpecker, although he does not belong to our club. He "uses his head" also in managing his hotel. Our heads were not made merely to hold our collars on. They are for other purposes so we find.

After our banquet, we adjourn to a private room and have our meeting, at which we discuss all our problems, iron out all the difficulties, talk over everything that pertains to the business of W. H. Small & Co.

At each meeting, one of the boys reads a paper, prepared beforehand, on some important seed we handle. At our April meeting, our Mr. Warren (Jack) gave us a paper on red clover. At our May meeting, Mr. Block (Walter) gave one on timothy. Both were intensely interesting and educational, and surely all the boys learned something about clover and timothy that they did not know before.

Our plans are, to make seedmen out of every Woodpecker in the organization. Will it pay? Watch and see.

At our March meeting, Mr. Small told us about the start of the business; how he happened to come to Evansville and engage in the grain business, then

handled seed, which led up to the business today. This talk was very interesting.

At these meetings, we also have interesting talks by outsiders, such as banker friends, customers and others interested in our concern, whom we invite. If you are here on a meeting day, it shall be our pleasure to have you with us. These meetings are good for chills and fever, as each of the boys is a medicine of a different kind, and we know how to fix up the prescription.

"Be a Woodpecker with us."

WHEN YOU KNOW HIM

When you get to know a fellow, know his every mood and whim,
 You begin to find the texture of the splendid side of him,
 You begin to understand him, and you cease to scoff and sneer,
 For with understanding always prejudices disappear.
 You begin to find his virtues and his faults you cease to tell,
 For you seldom hate a fellow when you know him very well.

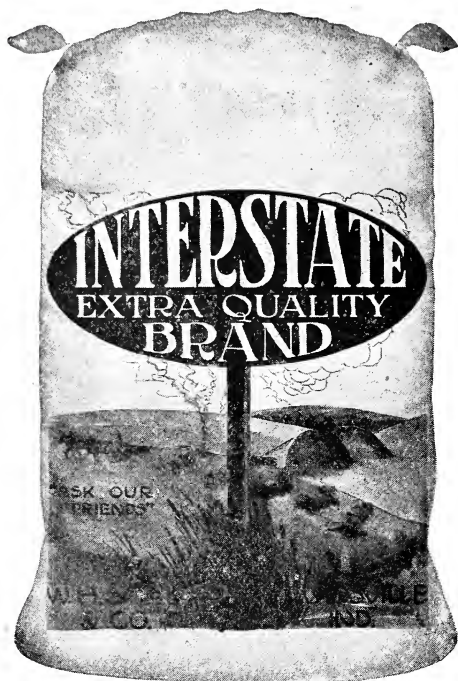
See Page 14 for something interesting

WE SELL TO DEALERS ONLY.



W. H. Small & Company

Evansville, Indiana



"INTERSTATE" Brand

If you have no samples of this grade, ask for them.

Our INTERSTATE brand is all that we claim it to be, and our friends know this. If you want the most beautiful seed that the crop produces, order INTERSTATE and you will get it—a grade prepared by "Woodpeckers." This grade better than the best. Passes all pure seed laws. This grade put "Fact" in satisfaction.

WE SELL TO DEALERS ONLY.

See Page 14



"WOODPECKER" Brand

This is a new brand we are introducing and it is a dandy—one that will always be high in purity and germination, but not quite as high in color as INTERSTATE; however, one that we feel sure will prove a wonderful seller for you. "We use our heads in buying, cleaning and sacking this brand," and the quality is there. It is the result of Woodpecker headwork. Passes all pure seed laws.

WE SELL TO DEALERS ONLY

(See Page 14)



"CLIMAX" Brand

If you are without samples of this grade, ask for them.

This brand is well known to our customers and needs but little introduction. CLIMAX brand is always high in purity and germination; passes all pure seed laws and is just what we say it is: "Superfine." It is made from the best seeds produced and can always be relied on—"Ask our friends."

WE SELL TO DEALERS ONLY
(See Page 14.)



"ECLIPSE" Brand

If you have not samples of this grade, ask for them.

This grade is selected for its purity and plumpness—a grade better than the so-called "Fancy" grade. It is well known among our established trade and is ordered daily. You cannot go wrong in ordering this grade. It is right there when it comes to quality and purity. We know how to clean seeds, and ECLIPSE is always cleaned in our own plant as well as all other grades.

"Use your head—order some of all grades."



W. H. Small & Company

—10—

Evansville, Indiana

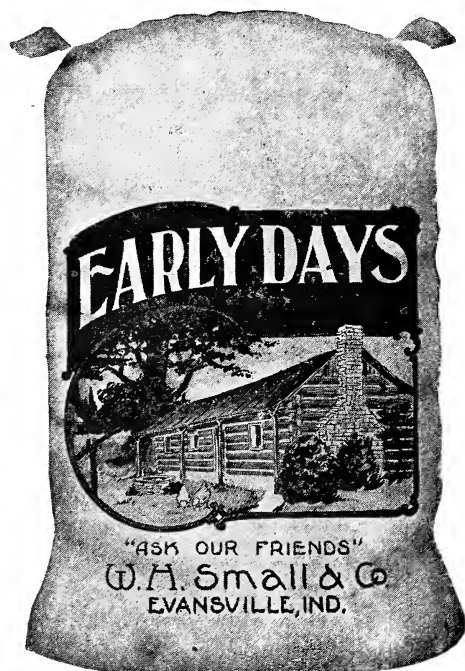


"OLD STYLE" Brand

If you are without samples of this grade, ask for them.

This grade is commonly known as "Fancy" and is well graded and cleaned by the "Woodpeckers." If your trade demands a cheaper grade than those on the preceding pages, buy this, as it is to be relied on and is well worth all we ask for it. It is being used almost entirely in some sections. Gives good results.

(See Page 14)



"EARLY DAYS" Brand

If you have no samples on hand of this grade, ask for them.

This grade is commonly known as "Choice," and is well worth the discount under the higher grades. It is a good seller in some sections where there is a demand for the cheaper seeds and would advise you to have some of this brand in stock. You will like it, and your farmers will get good results from this grade.

(See Page 14)

Cleaning Facilities and Other Improvements

During the past six years, we have installed numerous cleaning machines and have made a lot of other improvements. The management came to realize that the business could not go on as it was, seeds not cleaned as they should be. Consequently, it is with a great deal of pride that we talk of our cleaning plant:

First, let us mention that our plant is not the largest in the country, but certainly runs about as steadily as any in the country, running twenty-four hours a day. We can, and do clean seed as well as anyone, and just a little better than many.

We are now installing a number of new machines that will be ready for operation when the new crop moves, and we will be in better position this year to handle seeds than ever in the past.

Ours is the last word in cleaning machinery, and if you will come to see us, we will be glad to show you what we have.

Our Fulton Avenue plant is not large enough to take care of our business, and we will be compelled to build at an early date. We already have the ground on which our new seed cleaning and storage plant will be built, which is 330x190 feet. We have a plant adjoining this property, of large capacity, which, with the new plant, will certainly give us an adequate capacity.

As stated before, we have outgrown our present quarters. Nevertheless, we intend going right on growing, as we have made satisfactory arrangements for temporary storage here in Evansville, which allows us more space for our cleaning machines in the Fulton Ave. plant. We will get along very nicely in this way until the new plant is built, when we will have three large plants in operation, and one of the largest cleaning plants in the country. We will not make many changes in our machinery; only install more machines like those we are now using, as what we now have, have proven wonderfully successful.

We have expended a great deal for special-woven screens but this has been a splendid investment, as we have improved materially by the use of these screens.

Our Fulton Ave. plant which we now occupy, is an entirely steel-reinforced concrete structure, which we find makes the best seed house, as it is not a good home for mice and rats, and in this way we eliminate a great deal of waste. This with other helps, makes it possible for us to sell seeds a little cheaper than some others.

We are in the seed business to stay and intend to keep on improving our facilities so as to be in better position to take care of our friends' business.

We are all young men, full of "pep" and ever alert to get the very best in cleaning machines and other machines to help our business, and in this way be of good service to our customers.

Our motto is: "The best is always the cheapest," whether it be seeds, seed machines or sacks.

The same old story—"Headwork."

WOODPECKERISM





Woodpeckerism

THE SEEDSMEN'S CONVENTION

On June 24, 25 and 26th, at the Sherman House, Chicago, is the time and place. Seedmen from all over the country will be there—not only in the interest of their business, but to shake hands with their friends and competitors, renewing acquaintances and getting better acquainted with one another.

The "Birds" (Woodpeckers) will be there, and all that is required of you to have a good time is, only a smile for all, and thereby make the 1919 Convention the biggest and best the American Seedmen have ever attended.

We have all been prosperous during the past year and tried; have shown our patriotism and loyalty to our fellowmen by the big things that were done to help bring us peace. We have much to make us thankful and satisfied.

We are looking forward to seeing you. As soon as you arrive, don't fail to look us up. There will be a number of our "Birds" there and everyone of them is a real, live wire, and you will feel the current just as soon as you touch his hand.

Drop business that week and come to Chicago. You will return home, feeling that you have been well repaid for the time sacrificed, as in all probability you will make a friend who will be an advantage to your interests in the years to come.

We expect each one of our boys to make a new friend each week. We are proud of our men, and grateful for our numerous friends.

Come with a desire to make friends. They make business a pleasure.

IF YOU STOP TO THINK—

Your first thought, upon reading the above doubtless is—what next?

But what the writer wants you to do, is think!

The Americans are a wonderful people. Concentrating their minds on what they set out to do and applying the "pep" that is characteristic of them, they accomplish wonderful results.

This is applicable to seedmen as of others; and our friends, we hope that during the next few years it will be observed in the efforts of all seedmen to distribute only seeds of quality.

In the past, it has been permissible to handle seeds of low grades, and in some sections they are still sown; but ere long, we believe that every farmer will demand better seeds, and it is going to be up to the wholesale dealer to put out seeds well cleaned, and up to the merchant to buy his seeds cleaned well.

A NEW WOODPECKER

Yes, Mr. H. J. (Harry) Rankin is now to be with us. Many of our friends already know him. All who have met him surely remember him, and we believe that his friends and our friends will be glad to learn that he has joined our "Woodpecker Club" and is to be one of us.

We are glad to welcome Harry into our organization. He will have charge of the Southern territory and will look after cow peas, millet and cane seed.

He will be in Chicago to attend the Seedsmen's Convention, and you will find him at the Woodpeckers' Headquarters, Room 103, Sherman House.

Harry has been in the seed business for fourteen years, formerly connected with Nashville houses and is an old head at the game. He has a full growth of feathers and yet, is a young "Bird." He is one of those polished Southern gentlemen who sells seeds plus personality and is a real Woodpecker.

Cotton bags look like a good purchase at this time.

Ask for our Order Blanks.



A WORD ABOUT CONDITIONS

In the aggregate, the country was never in a position as it is today as regards stocks of seed. Practically every variety is cleaned out and we are this year to depend on the new crop almost entirely, to supply our needs.

This is especially true of the clover family.

Let us hope that there will be a good crop of all seeds this year; or, sufficient to go around.

It is yet too early to determine definitely what the crops of Timothy, Clover, Red Top, Blue Grass, etc., will be. We can only watch conditions closely and endeavor to not err in our calculations.

Europe, this year, will send over some seeds, and in turn will need some seeds of which we raise a surplus.

We look for a very active trade during the coming fall and winter season.

Timothy Seed

During the past three years, there has been a large reduction in the acreage; not only in the seed-producing sections, but in the meadows of the East. In consequence, hay is scarce and high and there will be many new meadows sown this fall and next spring.

Red Top

The American farmers seem to have changed their ideas in regard to red top and are beginning to use more of this seed. The demand this spring has been very heavy.

Alfalfa

Our trade on this, during the past year has doubled, and from all indications, alfalfa has come into its own in the Central and Eastern States.

Forage Crop Seeds

All varieties have been in great demand, due to the shortage of hay, and stocks are very short.

TESTED SEEDS

Commencing a number of years ago with the State of Maine, almost every State in the Union has now a pure seed law.

In order to comply with these various seed laws, it is necessary to maintain an expensive seed-testing laboratory where seeds are tested for purity and germination.

Our laboratory is one of the best equipped and up-to-date in the country, following the same system as is used by our government in testing seeds. Every lot of seed received in our warehouse, goes into test. This is the only way we can intelligently make up our grades and maintain the high standard which we have set for them. After the grades are recleaned, in sacking lots, we take a sample from each bag filled, and this sample is then bulked and carefully preserved. The lot then goes through our laboratory where it is tested for purity and germination and we are at all times able to give you tests on our seeds.

THE HEAD

There was a man who to his friend said:
"Of what use is the human head."

There was a reply of bland excuse:
"The head is for important use;
A rounded protuberance for the hair to grow,
And for the women their hats to show."

But in a seedman's head there is ever the thought:
"Where, O where, can the best seed be bought?"

The Seedman who thinks and acts,
Is he who the better appreciates the facts
That seeds will ever be cleaned much better
When the job is done by friend Woodpecker.

'Tis the aim of the Woodpeckers to please you all.
So, when you need seeds, think of Small.

You have a nickel.
I have a nickel.
We swap.
Now you have my nickel.
And I have yours.
We are no better off.
You have an idea.
I have an idea.
We swap.
Now you have two ideas.
And I have two ideas.

That's the difference between NICKELS and IDEAS."

Get in the game. Send in your ideas, suggestions, hunches and so on, on ways to improve our service.



Special Size Bags

For some time we have felt that a special sized and special branded bag would be of great advantage to our customers, particularly the retail merchants, in that it would facilitate handling, and filling the small orders, also eliminating waste, etc.

We know how busy you are at times, filling orders and we want to give you an idea of how the special sized bags will help you.

For instance: You are busy, your store full of people, all eager to be waited on. And if you had our one-bushel bags of INTERSTATE, WOODPECKER, CLIMAX, ECLIPSE, OLD STYLE or EARLY DAYS brands on hand, if Mr. Farmer came in and asked for one, two or three bushels of clover, you could go to the pile, pick up as many as he wanted and put them in his wagon. No waste in weighing; in fact, no weighing to do, as the seed is all weighed before it is shipped to you. No wrangling with the farmer about the price of bags; no loss on account of farmers returning bags for credit, as we do not charge extra for bags and you sell to the farmers the same way.

Our plan is to stencil your name on the bags so that the farmer will not overlook where he got the seed. This however, would not be necessary, as the results obtained from sowing our brands of seed will be so forcibly impressed on their minds, they will remember from whom they bought the seed and return for more, giving you the name of the brand they had before, as the bags are to be nicely printed, as shown on pages 8, 9 and 10; this printing done in three colors and will be very attractive, and the seed in them will be even more attractive.

We will sack the various seeds as follows:

Red and Mam Clover	..1 bu.—60 lbs.
Alsike1 bu.—60 lbs.
Alfalfa1 bu.—60 lbs.
Rape1 bu.—50 lbs.
Timothy1 bu.—45 lbs.
Timothy & Alsike1 bu.—50 lbs.
Red Top (Fancy)3 bu.—42 lbs.
Blue Grass2 bu.—28 lbs.

Also, other seeds we handle.

This special sized bag and the sacking of the seed in special sized bags will cost us some money but we are willing to sacrifice a part of our profits to be of service to our customers. We need you—you need us. Neither can get along without the other, so it is up to us to help one another. We are willing to do our part; are you?

We hope that after reading this, you will sit right down and write an order for 1 bushel or more of each of the six grades of timothy or some other kinds of seeds, and see how nice the packages are, and how easy it makes the selling of seeds. **Always in machine-sewed bags.**

We intend placing some very attractive advertising in your hands later. This has been a very busy year for us and we have not yet been able to get around to all the things we expect to do.

The "Woodpeckers" are very anxious to hear from you. If you have nothing else to write about, just tell us what you think of our service and our seeds. We want to hear of our faults as well as the nice things, as we want to improve all the time.

SERVICE

Service is the foundation of a successful business. Service is demanded and must be given. Service is one of our slogans. "Ask our friends."

SMALL'S
SPECIAL
SIZE
SERVICE
SACKS



Purcell's Page

I have long wished for this opportunity to thank each and every one of my friends for the business with which they have so kindly favored us, and right here let me say that no matter how small, every one of the orders has been appreciated and every one of them has been handled with care. I wish also to say to the many shippers of seed, that we appreciate all the favors you have shown us in our dealings with you, and hope that in the years to come, we will have many more satisfactory trades.

I have been with W. H. Small & Co., for fourteen years. Starting as a day-laborer in the seed house, have worked at every desk in the office, and each day of this time, have endeavored to learn something about seeds. I have studied ways and means of being of real service to our customers and shippers, and six years ago when I was made manager of W. H. Small & Co., I immediately began to put into effect some of the ideas in mind; and, one of the very first things I did was to install about \$30,000.00 worth of cleaning machines, so as to be able to clean seeds better and give our customers real service through the quality of same. Money has been expended for such machines ever since, and today we have what others say, who have looked it over, one of the best cleaning plants in the country. We certainly can clean seeds today, and do it thoroughly and quickly.

When W. H. Small & Co., in 1906, built our present seed house, it was then considered too large for the business, but that idea was entirely wrong, as for three years this building has been too small for us and we have been compelled to rent outside storage to take care of our stocks. For this reason, we are planning a new seed house that will occupy a space of 330x190 feet, a part of which to be ten stories, the rest six or seven. It will be equipped with all the latest machinery—many more than we now have. We will continue to use our present plants also and in this way will surely be able to take care of the large increase in our business.

I do not want to bore you with a lot of dope on what we have done or intend doing, but I am so enthused with our business that I just had to tell you of some of the plans we have in mind.

I hope that the special sized bag referred to on page 14 will interest you, and hope you will order some seed sacked in the special sized bags and give them a trial. If you have been selling our various grades of seed, you know what they are. Want to say here that we are improving with age (just like liquor) and I guarantee that you will get even better seeds from us, from now on, and this quality you will find in the special sized bags. I wish you would write me a personal letter and state what you think of the special sized bags.

As wise men have said, "A firm is no stronger than its organization." I am proud to say that we are very strong. We have young men at the head of our various departments who are as "live wires" as ever existed; men who know what they are about and who are improving every day. We are helping to build the men who are endeavoring to build our business, and the bigger we get, the better; and my friends, this is just as much to your interest as it is to ours. Let's pull together and pull for better seeds, all the time.

Probably you think it very unusual that we should have a banquet for our men each month, but I will tell you why: "The way to a man's heart is through his stomach." We gather at the banquet table, have our good eats and then adjourn to a conference room where the boys all tell me their troubles, as well as their pleasures and suggestions to improve our ways of doing business. You would be surprised at the good suggestions I get from them. At one of the meetings, the office boy made a very good suggestion that worked out well when put into effect. We not only get shoulder to shoulder in this meeting, but all learn a great deal from one another. It is like a class at school, as we also learn a great deal of all the varieties of field seeds, the plants and matters pertaining to crops by the talks and papers prepared for these meetings. In fact it is of such great value to us all that we would like to see our big friends do just what we are doing.

In preparing this house organ, I have tried to give you something a little different than what you have had, and will endeavor to make this book



WOODPECKERS

ALWAYS PECKING AWAY ON SMALL'S QUALITY AND SERVICE



W. H. Small & Company

—16—

Evansville, Indiana

PURCELL'S—Continued

worth your reading, from month to month. It would please me very much to receive a letter from you with suggestions to supply or improve its contents.

Let us feel like we know one another, even though we have not met. I am just a plain American, thirty-two years old—work part of the time, play part and sleep the rest, and you are a man of the same habits—so there is no difference in that respect and we should become easily acquainted.

We want you to come to see us. We like company and you need to get away from your business now and then. Remember, you may always learn something from the other fellow, and perhaps we can give you some ideas, when you come to see us, that will be of value to you.

I thank you for the time you have taken to read this booklet and wish you all the good luck in the world.

Yours for the Woodpeckers,

GUY M. PURCELL,

Vice-Pres. & Gen. Mgr W. H. Small & Co.

WOODPECKERS' PECKS

That it is good to use your head.



That there are wonderful possibilities for the man who visualizes.



That good seeds will not stay in the ground.



That ours is a happy family.



That seed cleaning machines will not do the work unless the man handling them plays Woodpecker.



That the eagle is not so important a bird after all. There is another bird with a red head.

That the seed business is a "dang" good recreation, if the game is played right.



That the convention in June will be good for your health.



That Room No. 103 at the Sherman House, Chicago, will be the place you should visit June 24, 25 and 26th.



That Evansville is the home of the Woodpeckers.



That no matter how much others criticize, you are all right if you do right by your fellowmen.



That it is the man who tries, who does things.



That a drone is the right bee in the hive to step on.



That the honey in business is sweet, when earned in an honorable way.



That it is no discredit to be red-headed.



That there are seeds and seeds, but REAL seeds are sold under REAL brands.



That the Ohio River flows down stream.



That when competitors talk about you it is time to put them on your pay roll.

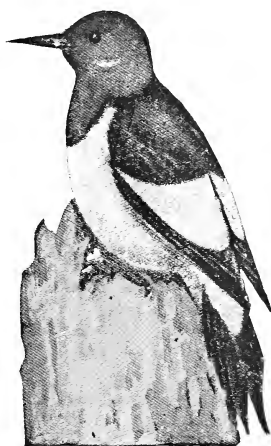
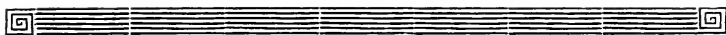


That salesmanship is personality, plus.

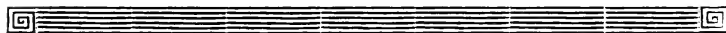


That Friday the 13th is a lucky day.

WE SELL TO DEALERS ONLY
(See Page 14.)



Our desire is to help you!
You can help us to help
you by offering suggestions.
Be a Woodpecker! *✍*





The Bird That Uses His Head

S MALL'S
U P E R I O R
E E D S
A T I S F Y